WHAT IS CLAIMED IS:

1.   A computer program product for providing web-based electronic commerce personalized marketing content to a user, the computer program product comprising a computer usable medium having computer readable program code embodied in said medium, and comprising:

computer readable program code for defining a personalized web page comprising one or more links to initial product exploration or guided search web pages, the links being based on personalization information for the user;

computer readable program code for defining the one or more initial product exploration or guided search web pages, each initial product exploration or guided search web page being determined based on personalization information for the user,

each initial product exploration web page comprising an entry point to a set of exploration web pages defined according to product exploration metaphor technology and the set of said exploration web pages being defined with reference to personalization information for the user, and

each initial guided search web page comprising an entry point to a set of guided search web pages defined according to guided search technology and the set of said guided search web pages being defined with reference to personalization information for the user; and

computer readable program code for providing the defined web pages to the user for display.

1   2.   The computer program product of claim 1 in which the personalization

2   information for the user comprises a set of item attributes defined by a personalization

3   system.

1   3.   The computer program product of claim 2 in which each initial product

2   exploration web page comprises a link to a result page.

1   4.   The computer program product of claim 3 in which the result page

2   comprises a result list.

1   5.   The computer program product of claim 4 in which the result list

2   comprises an item attribute table in which attributes of a set of items are grouped to

3   permit comparison by a user.

1   6.   The computer program product of claim 2 in which the set of guided

2   search web pages comprises web pages corresponding to a subset of potential guided

3   search nodes in a guided search tree, the subset being defined with reference to the

4   personalization information for the user.

1   7.   A web-based electronic commerce system for providing personalized

2   marketing content to a user, the system comprising:

3   means for defining a personalized web page comprising one or more links to

4   initial product exploration or guided search web pages, the links being based

5   on personalization information for the user;

6   means for defining the one or more initial product exploration or guided

7   search web pages, each initial product exploration or guided search web page

8   being determined based on personalization information for the user,

9   each initial product exploration web page comprising an entry point to

10   a set of exploration web pages defined according to product

11   exploration metaphor technology and the set of said exploration web

12   pages being defined with reference to personalization information for

13   the user, and

14   each initial guided search web page comprising an entry point to a set

15   of guided search web pages defined according to guided search

16   technology and the set of said guided search web pages being defined

17   with reference to personalization information for the user; and

18   means for providing the defined web pages to the user for display.

1   8.   The system of claim 7 in which the personalization information for the

2   user comprises a set of item attributes defined by a personalization system.

1   9.   The system of claim 8 in which each initial product exploration web

2   page comprises a link to a result page.

1   10.   The system of claim 9 in which the result page comprises a result list.

1   11.   The system of claim 10 in which the result list comprises an item
2   attribute table in which attributes of a set of items are grouped to permit comparison
3   by a user.

1   12.   The system of claim 8 in which the set of guided search web pages
2   comprises web pages corresponding to a subset of potential guided search nodes in a
3   guided search tree, the subset being defined with reference to the personalization
4   information for the user.

1   13.   A computer-implemented method for providing web-based electronic

2   commerce personalized marketing content to a user, the method comprising the steps

3   of:

4   defining a personalized web page comprising one or more links to initial

5   product exploration or guided search web pages, the links being based on

6   personalization information for the user;

7   defining the one or more initial product exploration or guided search web

8   pages, each initial product exploration or guided search web page being

9   determined based on personalization information for the user,

10   each initial product exploration web page comprising an entry point to

11   a set of exploration web pages defined according to product

12   exploration metaphor technology and the set of said exploration web

13   pages being defined with reference to personalization information for

14   the user, and

15   each initial guided search web page comprising an entry point to a set

16   of guided search web pages defined according to guided search

17   technology and the set of said guided search web pages being defined

18   with reference to personalization information for the user; and

19   providing the defined web pages to the user for display in response to requests

20   from the user.

1   14.   The method of claim 13 in which the personalization information for

2   the user comprises a set of item attributes defined by a personalization system.

1   15.   The method of claim 14 in which each initial product exploration web

2   page comprises a link to a result page.

1   16.   The method of claim 15 in which the result page comprises a result

2   list.

1   17.   The method of claim 16 in which the result list comprises an item

2   attribute table in which attributes of a set of items are grouped to permit comparison

3   by a user.

1   18.   The method of claim 14 in which the set of guided search web pages

2   comprises web pages corresponding to a subset of potential guided search nodes in a

3   guided search tree, the subset being defined with reference to the personalization

4   information for the user.